

Resume

Phone no: +91 79931 42336, +91 95536 35070

Email: haarikadodda@gmail.com

Summary

I've acquired a rich experience of 5 years in Content Writing, 3 years in Search Engine Optimization (SEO) and 1 year in Digital Marketing. My unique sense of writing boasts innovation and creativity with a bountiful of interaction and engagement.

Skill Highlights & Interests - About Me at a Glance

- Could play well with Google Docs, Sheets, Slides, Forms, and the whole Google Workspace.
- Addicted to writing scripts for tutorial videos along with screenshots in a simple yet catchy tone.
- Have a knack for writing compelling and detailed case studies, ebooks, blogs, long-form content, and success stories.
- Working with M.S Office is my cup of tea.
- Piqued by curiosity when it comes to automation and software-related areas.
- Could type in a jet speed of 52 WPM maintaining 92% of accuracy.
- Addicted to creative and innovative thinking.
- Has a knack for framing thought-provoking, fresh and witty content in English.
- Proud owner of a curiosity-filled mindset that loves to learn new things every day.
- Familiar with and excited to do digital marketing and social media marketing on Facebook, Instagram, LinkedIn, GMB, X(formerly Twitter). Additionally, running ads and campaigns are my niche.
- Bagged knowledge on how to work with CMS like WordPress.
- Google Analytics, Google Search Console, Ahref, RankMath SEO, Semrush, Bing are my area of expertise.
- Ready with an empty cup when it comes to learning something new and interesting.
- Love for challenges, and pressures that make me competent with the clock.

Previous Work Experience

Proofreader/Content Writer at Vikram Publishers - 05/2019 to 03/2020

- Proofreading and editing the articles of 6th to 10th class standards written by school teachers.

Content Writer/SEO Executive at Web Technologies India PVT LTD - 12/2020 to 10/2021

- Wrote Amazon reviews as well guide articles for websites which have US citizens as the target audience.

- Worked as an SEO executive ensuring keywords are nicely integrated in the content using Yoast SEO.

Digital Marketer at Jayas Media Branding and Design Studio – 11/2021 to 06/2023

- Worked as a Content Writer for Websites, Brand Stories, and other projects that need tailor-made content.
- Worked as a Digital Marketer posting images and videos in the relevant social media accounts for the clients, along with writing copies for posts and A/B testing for campaigns.
- Hands on experience in posting & scheduling on Facebook, Instagram, Twitter, LinkedIn and Google My Business.

Content Writer/SEO Executive at Web Technologies India PVT LTD - 06/2023 to 02/2024

- Researched and worked on Sports News Site: FoneDaily.com.
- Rendered services from gathering topics for preparing an article via social media platforms, checking if the content is viable and legitimate to publishing the content online with Rank Math SEO.

Sr. Content Writer at Signals and Systems India PVT LTD - 07/2024 to 08/2024

- Worked as a content writer for editing websites, preparing content with inputs from Subject Matter Experts, and publishing blog posts.
- Rendered copywriting services for email campaigns, Whatsapp campaigns and social media posts for LinkedIn.

Content Writer at Zaigo Infotech PVT LTD - 10/2024 to Present

- Working as a content writer for preparing web pages, landing pages, video tutorials, ebooks, newsletters, and blog posts, frequently.
- Rendered copywriting services for email campaigns with A/B testing, WhatsApp campaigns, social media ad campaigns, and posts, including memes.
- Wrote more than a dozen case studies understanding the technical aspects of various B2B SaaS based projects with input from developers and SMEs.
- Gave tutorial video scripts expanding over 3-5 mins and closely coordinated with video designers for the desired output, along with voiceover in English when needed.
- Prepared content for new web pages.
- Gave A/B testing content for Landing Pages for more conversions.
- Optimizing the existing content with suggested keywords.
- Worked on giving video scripts for YouTube, Instagram Reels, etc.

Education:			
<i>S.No.</i>	<i>Name Of The Institution</i>	<i>Board</i>	<i>Percentage Acquired</i>

1.	St. Joseph's High School, Patancheru, Hyderabad.	SSC	8.3 GPA
2.	Sri Chaitanya Jr. Kalasala, Serilingampally, Hyderabad.	MEC (CPT)	76 %
3.	Montessori Mahila Kalasala, Bandar Road, Vijayawada.	B.Com(Computers)	80 %

Additional Information

First Name: Haarika

Last Name: Dodda

Father's Name: D. Srinivas

Mother's Name: D.Ganga Syamala

Date of Birth: 08 July 1997

Gender: Female

Marital Status: Married

Address: Kavaraipettai, Gummidipoondi, Thiruvallur Dist, Chennai, Tamil Nadu, India.

Other Activities: Worked as an NSS volunteer for 3 years and rendered my services for Krishna Pushkaralu as well as for Dasara festival at Vijayawada Durga Temple. Wrote a novel when I was 19 years old.

Hobbies: Cooking, Playing with my Pet and watching K-Dramas.

Languages Known: Telugu, English, Hindi.

I hereby declare that the above furnished information is true as per my knowledge and can assure you that I am very resourceful and will deliver all duties assigned to me with absolute perfection and no delay.

Signature:

D.Haarika